## IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A method for electronically inserting advertisement into displayed content, comprising steps of:

organizing sequentially a content into more pages than what are simultaneously viewed on a single display;

inserting an advertisement at a location within said content, said content now including said advertisement;

dividing said content into a plurality of discrete content amounts;

displaying at least two of said discrete content amounts; and

advancing to a selected discrete content amount other than said at least two discrete content amounts, wherein

said displaying step comprises displaying two of said discrete content amounts in a book representation,

said advancing step to said selected discrete content amount comprises displaying at least two pages simultaneously moving across from at least one of book right-side to the book left-side and from the book left-side to the book right-side; and

displaying a speed of ~~movement~~browsing through the electronic book, wherein

a number of the at least two pages is proportional to a ~~selectable~~variable flipping speed, and the speed of ~~movement~~browsing through the electronic book is proportional to the ~~selectable~~variable flipping speed.


2. (Cancelled)

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3. (Previously Presented) The method of Claim 1, wherein said step of displaying a page flipping comprises:

displaying a plurality of pages flipping as a group

4. (Previously Presented) The method of Claim 1, wherein said step of displaying a page flipping further comprises:

displaying a division between open pages of a first side of said book representation and a second side of said book representation at a fixed location with respect to said display screen as different pages of said book representation are displayed when moved from said first side to said second side of said book representation; and

displaying outer edges of said open pages on said second side of said book representation as moving away from said division when said different pages are moved from said first side to said second side of said book representation.

5. (Previously Presented) The method of Claim 1, wherein said step of displaying a page flipping further comprises one of:

displaying a thickness of a plurality of pages moving from said first side to said second side; and

displaying a thickness of a plurality of pages moving from said second side to said first side.

6. (Previously Presented) The method of Claim 1, wherein said step of displaying a page flipping further comprises:

displaying a page simultaneously bending and moving across a display to reveal an underlying page.

7. (Previously Presented) The method of Claim 1, wherein said step of displaying a page flipping further comprises:

displaying more than one page simultaneously moving across a display, an amount of said more than one page corresponding to an increased rate of browsing.

8. (Previously Presented) The method of Claim 1, further comprising:

freezing a flipping page on a display.

9. (Previously Presented) The method of Claim 1, further comprising:

entering an address indicator;

flipping a current page; and

displaying a new page containing content corresponding to said address indicator.

10. (Previously Presented) The method of Claim 1, further comprising:

activating a link on a displayed page.

11. (Previously Presented) A system for electronically inserting advertisement into displayed content, comprising:

means for organizing sequentially a content into more pages than what are simultaneously viewed on a single display;

means for inserting an advertisement at a location within said content, said content now including said advertisement;

means for dividing said content into a plurality of discrete content amounts;

means for displaying at least two of said discrete content amounts; and

means for advancing to a selected discrete content amount other than said at least two discrete content amounts, wherein

said means for displaying comprises means for displaying two of said discrete content amounts in a book representation, said book representation including a first and second book thickness indicator, each of said first and second book thickness indicator being proportional to a number of pages on a respective side of said book representation, and

said means for advancing comprises means for displaying a page flipping to said selected discrete content amount.

12. (Previously Presented) The system of Claim 11, wherein said means for displaying a page flipping comprises:

means for displaying a plurality of pages flipping as a group

13. (Previously Presented) The system of Claim 11, wherein said means for displaying a page flipping further comprises:

means for displaying a division between open pages of a first side of said book representation and a second side of said book representation at a fixed location with respect to said display screen as different pages of said book representation are displayed when moved from said first side to said second side of said book representation; and

means for displaying outer edges of said open pages on said second side of said book representation as moving away from said division when said different pages are moved from said first side to said second side of said book representation.

14. (Previously Presented) The system of Claim 11, wherein said means for displaying a page flipping further comprises one of:

means for displaying a thickness of a plurality of pages moving from said first side to said second side; and

means for displaying a thickness of a plurality of pages moving from said second side to said first side.

15. (Previously Presented) The system of Claim 11, wherein said means for displaying a page flipping further comprises:

means for displaying a page simultaneously bending and moving across a display to reveal an underlying page.

16. (Previously Presented) The system of Claim 11, wherein said means for displaying a page flipping further comprises:

means for displaying more than one page simultaneously moving across a display, an amount of said more than one page corresponding to an increased rate of browsing.

17. (Previously Presented) The system of Claim 11, further comprising:

means for freezing a flipping page on a display.

18. (Previously Presented) The system of Claim 11, further comprising:

means for entering an address indicator;

means for flipping a current page; and

means for displaying a new page containing content corresponding to said address indicator.

19. (Previously Presented) The method of Claim 11, further comprising:

means for activating a link on a displayed page.

20. (Previously Presented) A computer program product including instructions configured to cause a computer to execute the following steps:

organize sequentially a content into more pages than what are simultaneously viewed on a single display;

insert an advertisement at a location within said content, said content now including said advertisement;

divide said content into a plurality of discrete content amounts;

display at least two of said discrete content amounts; and

advance to a selected discrete content amount other than said at least two discrete content amounts, wherein

said displaying step comprises displaying two of said discrete content amounts in a book representation, said book representation including a first and second book thickness indicator, each of said first and second book thickness indicator being proportional to a number of pages on a respective side of said book representation, and

said advancing step comprises displaying a page flipping to said selected discrete content amount.

21. (Previously Presented) The method of Claim 1, further comprising a step of:

displaying a jump cursor on at least one of said first thickness image and said second thickness image, corresponding to a selected page that is covered by other pages.

22. (Previously Presented) The method of Claim 21, further comprising steps of:

actuating said jump cursor and flipping said other pages in a single flipping operation so as to open said book to said selected page.

23. (Previously Presented)  The method of Claim 1, further comprising steps of:

flipping and displaying content simultaneously on multiple flipping pages.

24. (Previously Presented)  The method of Claim 1, further comprising steps of:

increasing a flipping speed and displaying a greater number of flipping pages in response to increasing the flipping speed.

25. (Previously Presented):  The method of Claim 1, further comprising a step of:

displaying a set of pages as a collapsed fan display.

26. (Previously Presented)  The method of Claim 1, further comprising steps of:

jumping to a selected page on at least one of said first thickness image and second thickness image, and displaying an animated image of skipped pages as a group of flipping pages moving across the screen, a thickness of said group of flipping pages being proportional to a number of the skipped pages.

27. (Previously Presented)  The method of Claim 1, further comprising:

activating a link of a displayed page; and

advancing to a selected discrete content amount pointed to by said link.

28.     (New)  The method of Claim 1, wherein said step of inserting comprises :

dynamically inserting said advertisement at said location within said content, said

content now including said advertisement.

29.　　(New)  The system of Claim 11, wherein said means for inserting comprises :

means for dynamically inserting said advertisement at said location within said

content, said content now including said advertisement.

30.　　(New)  The computer program product of Claim 20, wherein said instructions

configured to cause a computer to insert comprises :

instructions configured to cause a computer to dynamically inserting said

advertisement at said location within said content, said content now including said

advertisement.

31.　　(New)  The method of Claim 1, wherein said step of inserting comprises :

statically inserting said advertisement at said location within said content, said content

now including said advertisement.

32.　　(New)  The system of Claim 11, wherein said means for inserting comprises :

means for statically inserting said advertisement at said location within said content,

said content now including said advertisement.

33.　　(New)  The computer program product of Claim 20, wherein said instructions

configured to cause a computer to insert comprises :

instructions configured to cause a computer to statically inserting said advertisement

at said location within said content, said content now including said advertisement.

34.    (New)  A method for displaying information in an electronic book, comprising steps of:

jumping to a selected page in the electronic book; and

displaying a thickness image of pages skipped moving across an image of the electronic book from at least one of right-to-left and left-to-right, wherein

said thickness image of pages skipped is proportional to a number of pages skipped in said jumping step.

35.    (New)  The method of Claim 34, wherein said step of jumping comprises:

selecting said selected page by clicking a displayed hyper-link.

36.    (New)  The method of Claim 35, wherein said step of selecting said selected page comprises:

displaying a page containing said hyper-link.